

a server to clear the one or more redeemed offers with the one or more distributed offers.

22. (New) A network as set forth in claim 21 wherein the server is operable to receive the one or more distributed offers from one or more distributors, and to create the one or more maintenance files having the one or more distributed offers.

23. (New) A network as set forth in claim 22 wherein the server is further operable to authenticate that each distributed offer has a valid format.

24. (New) A network as set forth in claim 21 wherein the network includes a database, and wherein the one or more maintenance files are stored in the database.

25. (New) A network as set forth in claim 24 wherein one or more aspects of the database are viewable by a consumer via a browser interface.

26. (New) A network as set forth in claim 24 wherein one or more aspects of the database are viewable by a consumer via a kiosk.

27. (New) A network as set forth in claim 21 wherein the server includes the router.

28. (New) A network as set forth in claim 21 wherein each distributed offer further includes a unique reference code.

29. (New) A network as set forth in claim 21 wherein each distributed offer further includes an identity of the distributor.

30. (New) A network as set forth in claim 21 wherein the distributed offer is a consumer-specific distributed offer.

31. (New) A network as set forth in claim 21 wherein the server clears the one or more redeemed offers with the one or more distributed offers by being operable to prepare one or more settlement details.

32. (New) A network as set forth in claim 31 wherein the at least one reward includes a deferred award, and wherein the server clears the one or more redeemed offers with the one or more distributed offers by being operable to redeem the deferred reward.
33. (New) A network as set forth in claim 32 wherein the deferred award is an award for a third party.
34. (New) A network as set forth in claim 31 wherein the server is further operable to communicate the one or more settlement details to a settlement agent.
35. (New) A network as set forth in claim 21 wherein the server is further operable to accrue data relating to the redeemed offers, and to profile the accrued data.
36. (New) A network as set forth in claim 35 wherein the server is further operable to communicate the profile to the one or more distributors.
37. (New) A network as set forth in claim 35 wherein the profile is selected from the group of a static profile, a persistent profile, and a dynamic profile.
38. (New) A network as set forth in claim 21 wherein the at least one offer property includes whether the offer is open to the public.
39. (New) A network as set forth in claim 21 wherein the at least one offer property includes whether the offer is being offered by a vendor or a store.
40. (New) A network as set forth in claim 21 wherein the at least one offer property includes the maximum number of times the offer may be used by a consumer per transaction.
41. (New) A network as set forth in claim 21 wherein the at least one offer property includes the maximum number of times the offer may be used by a consumer across transactions.
42. (New) A network as set forth in claim 21 wherein the at least one offer property includes the date and time when the offer becomes active.

43. (New) A network as set forth in claim 21 wherein the at least one offer property includes the date and time when the offer becomes inactive.
44. (New) A network as set forth in claim 21 wherein the at least one offer property includes a text description of the offer.
45. (New) A network as set forth in claim 21 wherein the at least one offer property includes the unique number used to identify a sponsor of each offer.
46. (New) A network as set forth in claim 21 wherein the at least one offer property includes whether a reward is to be received in the future.
47. (New) A network as set forth in claim 21 wherein the at least one condition includes one or more items that must be purchased.
48. (New) A network as set forth in claim 47 wherein the at least one condition includes the one or more departments from which each of the one or more items must be purchased.
49. (New) A network as set forth in claim 21 wherein the at least one condition includes the amount of total purchases required.
50. (New) A network as set forth in claim 21 wherein the at least one condition includes the one or more days the offer may be redeemed.
51. (New) A network as set forth in claim 21 wherein the at least one condition is selected from the group of an item purchase condition, a department purchase condition, a total purchase condition, a time of day condition, and a day of week condition.
52. (New) A network as set forth in claim 21 wherein the at least one reward is selected from the group of an item discount reward, a department discount award, a total discount award, a free item reward, and a replacement price reward.
53. (New) A method of electronically managing offer transactions, the method comprising:

electronically receiving an offer from a distributor, the offer having at least one offer property, at least one condition, and at least one reward;

storing the offer;

electronically distributing the offer to a point-of-sale system in which the offer can be redeemed;

electronically receiving a redeemed offer from the point-of-sale system; and

comparing the redeemed offer with the stored offer.

54. (New) A method as set forth in claim 53 and further comprising authenticating the received offer from the distributor.

55. (New) A method as set forth in claim 53 and further comprising viewing the stored offer via a browser interface.

56. (New) A method as set forth in claim 53 and further comprising viewing the stored offer via a kiosk.

57. (New) A method as set forth in claim 53 and further comprising:
creating one or more settlement details using information from the redeemed offer; and
electronically transmitting the one or more settlement details to a settlement agent.

58. (New) A method as set forth in claim 53 and further comprising:
accruing data relating to the redeemed offer; and
profiling the accrued data.

59. (New) A method as set forth in claim 58 wherein the profile is selected from the group of a static profile, a persistent profile, and a dynamic profile.

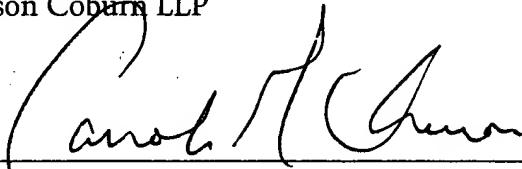
60. (New) A method as set forth in claim 53 wherein the offer is a consumer-specific offer.

If the Examining Attorney has any questions regarding this amendment, please contact the undersigned at the number listed below.

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Respectfully submitted,

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